

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY BERLIN PRIORITY

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E.O. 11652: N/A

TAGS: BEXP, GE

SUBJECT: LEIPZIG SPRING FAIR

FOR ALLEN PARKER

REFTELS: BERLIN 6110, 6132, 5886

1. AGREE THAT BRIEF LETTER ON US INDUSTRIAL EXHIBIT AT LEIPZIG SPRING FAIR IS FINE, WE DON'T PLAN A NATIONAL EXHIBIT. HEADBOARDS AS REQUIRED BY LFA WILL IDENTIFY COMPANY HDQR IN U.S.A.

2. THE FOLLOWING COMPANIES HAVE SIGNED UP ALREADY FOR LEIPZIG: ORION RESEARCH (CAMBRIDGE, MA); DIGILAB (CAMBRIDGE) SYSTRON-DONNER (MUNICH SUBSIDIARY OF S AND D CONCORD, CALIF), AND THE ILLINOIS DEPT OF INDUSTRY AND ECONOMIC DEVELOPMENT WHICH WILL RECRUIT FOUR AREA COMPANIES IN THEME AREA FOR TWO BOOTHS. DUPONT AND A NUM0ER OF OTHER COMPANIES ARE EITHER SENDING IN THEIR CHECKS OR HAVE EXPRESSED AN INTENTION TO PARTICIPATE. WILL SEND COMOFF IN NEXT
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MONTH LISTS OF COMPANIES AND PRODUCTS FOR PRELIMINARY

INTEREST SOUNDINGS FROM APPROPRIATE GDR TRADE OFFICIALS.

3. TWO PREFERRED ALTERNATIVE EXHIBIT AREA CONFIGURATIONS
PROPOSED FOR U.S. EXHIBITION, LEIPZIG '76:

(A) 12X41.7 METERS, CONTAINING TWO, 3 METERS WIDE INTERNAL AISLES. NET EXHIBITS/OFFICES, LOUNGE AREA EXCLUDING INTERNAL AISLES IS 428 SQ. METERS. GROSS AREA INCLUDING TWO INTERNAL AISLES IS 500 SQ. METERS.

(B) OR: 16X31.25 METERS, CONTAINING ONE, 3 METER WIDE INTERNAL AISLE. NET EXHIBITS/OFFICES, LOUNGE AREA EXCLUDING INTERNAL AISLE IS 452 SQ. METERS. GROSS AREA INCLUDING INTERNAL AISLE IS 500 SQ. METERS.

4. BOTH AREA CONFIGURATIONS MUST REPEAT MUST HAVE EXTERNAL AISLES ON ALL FOUR SIDES. THESE EXTERNAL AISLES WILL PROVIDE VISITORS ACCESS AND VIEWING OF EXHIBITS.

5. FLOOR PLANS OF PROPOSED ALTERNATE EXHIBIT AREAS FOLLOW BY MAIL. PLANS SHOULD PROVE HELPFUL IN DETERMINING MOST SUITABLE AREAS.

6. HEAVIEST INDIVIDUAL PRODUCT ANTICIPATED IS 400-500 KILOS PER SQUARE METER.

7. EXHIBIT WILL REQUIRE WATER AND DRAINAGE TO ONE POINT FOR SINK FACILITIES IN LOUNGE.

8. IS INFORMATION BOOTH ADMISSABLE?

9. CAN WE CONTRACT WITH THIRD COUNTRY FIRMS TO PROVIDE CONSTRUCTION. WE WOULD PREFER TO GO TO ONE OF THESE FIRMS WHOSE QUALIFICATIONS ARE KNOWN. WHAT ARE IDENTITIES AVAILABILITIES, COSTS, AND QUALIFICATIONS OF IN-COUNTRY GDR CONTRACTING FIRMS? SISCO

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